

# **Exhibit A, Part 2**

Ultreo Consumer Perception Survey

D<sup>2</sup> Research

#71-7-07

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Table 6 Page 13  
(Continued)

Q14: What does the ultrasound do?

	TOTAL
-----	-----
Ultrasound/bubbles clean teeth better (subnet)	29
-----	11.4%
Ultrasound/bubbles/sonic vibrations give better/deeper cleaning	24
	9.4%
Ultrasound/bubbles/sonic vibrations clean faster	1
	0.4%
Removes plaque/stains/tartar (sub-subnet)	3
+++++	1.2%
Ultrasound/bubbles/sonic vibrations remove plaque better	3
	1.2%
Ultrasound/bubbles/sonic vibrations prevents gingivitis better/keeps teeth/gums healthier	2
	0.8%
Combination of ultrasound and brushing cleans teeth/cleans better (subnet)	1
-----	0.4%
Combination gives better cleaning	1
	0.4%
All other (Net)	18
-----	7.1%
Brushing/rotating brush cleans/cleans between teeth	1
	0.4%
All other	17
	6.7%
Don't know	32
	12.5%

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Table 7 Page 14

Q15: Based on what you read, does the ultrasound provide any benefit to the user, or not?

	TOTAL
	-----
	255
	100.0
Yes	192
	75.3%
No	9
	3.5%
Don't Know	37
	14.5%
Did not recall mention of ultrasound (Q13)	238
	93.3%

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Table 8 Page 15

Q16: What is the benefit of the ultrasound?

	TOTAL
-----	-----
	255
	100.0
SAID ULTRASOUND HAS BENEFIT IN Q. 15	192
	75.3%
Uses ultrasound/bubbles (Net)	5
=====	2.0%
Uses ultrasound/makes ultrasound waves/ ultrasound creates bubbles/uses bubbles	3
	1.2%
Combines ultrasound with brushing	2
	0.8%
Ultrasound/bubbles clean teeth/clean better (Net)	153
=====	60.0%
Ultrasound/bubbles clean teeth (non-comparative) (subnet)	62
-----	24.3%
Bubbles get to every crevice/hard to reach areas	8
	3.1%
Ultrasound/bubbles/sonic vibrations clean teeth/ clean thoroughly & effectively/removes food particles	18
	7.1%
Removes plaque/stains/tartar (sub-subnet)	32
+++++	12.5%
Ultrasound/bubbles/sonic vibrations reduce/ clean/remove plaque	25
	9.8%
Ultrasound/bubbles/sonic vibrations remove tartar	1
	0.4%
Ultrasound/bubbles/sonic vibrations whiten/ remove stains	9
	3.5%
Ultrasound/bubbles/sonic vibrations minimizes/ reduces gingivitis/keeps gums healthy	19
	7.5%
Ultrasound/bubbles/sonic vibrations cleans/ stimulates gums	2
	0.8%
Ultrasound/bubbles/sonic vibrations improves/ intensifies brushing	1
	0.4%

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Table 8 Page 16  
(Continued)

Q16: What is the benefit of the ultrasound?

	TOTAL
-----	-----
Ultrasound/bubbles clean teeth better (subnet)	109
-----	42.7%
Ultrasound/bubbles/sonic vibrations give better/deeper cleaning	87
	34.1%
Ultrasound/bubbles/sonic vibrations clean faster	8
	3.1%
Removes plaque/stains/tartar (sub-subnet)	30
+++++	11.8%
Ultrasound/bubbles/sonic vibrations remove plaque better	17
	6.7%
Ultrasound/bubbles/sonic vibrations remove tartar better	1
	0.4%
Ultrasound/bubbles/sonic vibrations whiten teeth/remove stains better	16
	6.3%
Ultrasound/bubbles/sonic vibrations prevents gingivitis better/keeps teeth/gums healthier	8
	3.1%
All mentions of Ultreo features (timer. Battery, charge length, etc.)	6
	2.4%
All other (Net)	25
-----	9.8%
More powerful	1
	0.4%
More high tech	2
	0.8%
Good product/seems effective	1
	0.4%
No harm to gums/dental work	7
	2.7%
New	2
	0.8%
All other	12
	4.7%
Don't know	6
	2.4%

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Table 9 Page 17

Q14/16: What does the ultrasound do/What is the benefit? (Net unduplicated mentions)

	TOTAL
-----	-----
	255
	100.0
RECALLED MENTION OF ULTRASOUND IN Q. 13	238
	93.3%
Uses ultrasound/bubbles (Net)	54
=====	21.2%
Uses ultrasound/makes ultrasound waves/ ultrasound creates bubbles/uses bubbles	46
	18.0%
Brush vibrates	6
	2.4%
Combines ultrasound with brushing	2
	0.8%
Ultrasound/bubbles clean teeth/clean better (Net)	190
=====	74.5%
Ultrasound/bubbles clean teeth (non-comparative) (subnet)	135
-----	52.9%
Bubbles get to every crevice/hard to reach areas	12
	4.7%
Ultrasound/bubbles/sonic vibrations clean fast	1
	0.4%
Ultrasound/bubbles/sonic vibrations clean teeth/ clean thoroughly & effectively/removes food particles	70
	27.5%
Removes plaque/stains/tartar (sub-subnet)	66
+++++	25.9%
Ultrasound/bubbles/sonic vibrations reduce/ clean/remove plaque	54
	21.2%
Ultrasound/bubbles/sonic vibrations remove tartar	4
	1.6%
Ultrasound/bubbles/sonic vibrations whiten/ remove stains	15
	5.9%
Ultrasound/bubbles/sonic vibrations minimizes/ reduces gingivitis/keeps gums healthy	19
	7.5%

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Table 9 Page 18  
(Continued)

Q14/16: What does the ultrasound do/What is the benefit? (Net unduplicated mentions)

	TOTAL
	-----
Ultrasound/bubbles/sonic vibrations cleans/ stimulates gums	5 2.0%
Ultrasound/bubbles/sonic vibrations improves/ intensifies brushing	5 2.0%
Ultrasound/bubbles clean teeth better (subnet)	118
-----	46.3%
Ultrasound/bubbles/sonic vibrations give better/deeper cleaning	97 38.0%
Ultrasound/bubbles/sonic vibrations clean faster	9 3.5%
Removes plaque/stains/tartar (sub-subnet)	32
+++++	12.5%
Ultrasound/bubbles/sonic vibrations remove plaque better	19 7.5%
Ultrasound/bubbles/sonic vibrations remove tartar better	1 0.4%
Ultrasound/bubbles/sonic vibrations whiten teeth/remove stains better	16 6.3%
Ultrasound/bubbles/sonic vibrations prevents gingivitis better/keeps teeth/gums healthier	9 3.5%
Combination of ultrasound and brushing cleans teeth/cleans better (subnet)	1 0.4%
-----	
Combination gives better cleaning	1 0.4%
All mentions of Ultreo features (timer. Battery, charge length, etc.)	6 2.4%
All other (Net)	37
-----	14.5%
Brushing/rotating brush cleans/cleans between teeth	1 0.4%
More powerful	1 0.4%

Ultreo Consumer Perception Survey D<sup>2</sup> Research #71-7-07 October, 2007Table 9 Page 19  
(Continued)

Q14/16: What does the ultrasound do/What is the benefit? (Net unduplicated mentions)

	TOTAL -----
More high tech	2 0.8%
Good product/seems effective	1 0.4%
No harm to gums/dental work	7 2.7%
New	2 0.8%
All other	26 10.2%
Don't know	4 1.6%



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Table 10 Page 20

Q10/12/14/16: How Ultreo works/How it is different/What ultrasound does/What benefit is (Net Unduplicated Mentions)

	TOTAL
	-----
	255
	100.0
Uses ultrasound/bubbles (Net)	167
=====	65.5%
Uses ultrasound/makes ultrasound waves/ ultrasound creates bubbles/uses bubbles	146
	57.3%
Brush vibrates	9
	3.5%
Combines ultrasound with brushing	43
	16.9%
Combines vibrations and sonic waves	1
	0.4%
Ultrasound/bubbles clean teeth/clean better (Net)	211
=====	82.7%
Ultrasound/bubbles clean teeth (non-comparative) (subnet)	171
-----	67.1%
Bubbles get to every crevice/hard to reach areas	17
	6.7%
Ultrasound/bubbles/sonic vibrations clean fast	2
	0.8%
Ultrasound/bubbles/sonic vibrations clean teeth/ clean thoroughly & effectively/removes food particles	107
	42.0%
Removes plaque/stains/tartar (sub-subnet)	72
+++++	28.2%
Ultrasound/bubbles/sonic vibrations reduce/ clean/remove plaque	60
	23.5%
Ultrasound/bubbles/sonic vibrations remove tartar	4
	1.6%
Ultrasound/bubbles/sonic vibrations whiten/ remove stains	18
	7.1%
Ultrasound/bubbles/sonic vibrations minimizes/ reduces gingivitis/keeps gums healthy	20
	7.8%

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Table 10 Page 21  
(Continued)

Q10/12/14/16: How Ultreo works/How it is different/What ultrasound does/What benefit is (Net Unduplicated Mentions)

	TOTAL
-----	-----
Ultrasound/bubbles/sonic vibrations cleans/ stimulates gums	7 2.7%
Ultrasound/bubbles/sonic vibrations improves/ intensifies brushing	7 2.7%
Ultrasound gives long feeling of clean	1 0.4%
Ultrasound/bubbles clean teeth better (subnet)	122
-----	47.8%
Ultrasound/bubbles/sonic vibrations give better/deeper cleaning	102 40.0%
Ultrasound/bubbles/sonic vibrations clean faster	9 3.5%
Removes plaque/stains/tartar (sub-subnet)	32
+++++	12.5%
Ultrasound/bubbles/sonic vibrations remove plaque better	20 7.8%
Ultrasound/bubbles/sonic vibrations remove tartar better	1 0.4%
Ultrasound/bubbles/sonic vibrations whiten teeth/remove stains better	16 6.3%
Ultrasound/bubbles/sonic vibrations prevents gingivitis better/keeps teeth/gums healthier	9 3.5%
Combination of ultrasound and brushing cleans teeth/cleans better (subnet)	29
-----	11.4%
Combination cleans teeth/clean thoroughly & effectively	19 7.5%
Combination gives better cleaning	5 2.0%
Combination removes plaque	8 3.1%
Combination reduces/minimizes gingivitis/gum disease	2 0.8%

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Table 10 Page 22  
(Continued)

Q10/12/14/16: How Ultreo works/How it is different/What ultrasound does/What benefit is (Net Unduplicated Mentions)

	TOTAL
	-----
Ultreo cleans/removes plaque (Net)	35
-----	13.7%
Cleans teeth/cleans deep down	11
	4.3%
Cleans fast	2
	0.8%
Cleans teeth better/does a better job	16
	6.3%
Removes plaque/removes in hard to reach places	6
	2.4%
Whitens teeth/removes stains	10
	3.9%
Minimizes/reduces gingivitis/keeps gums healthier	9
	3.5%
All mentions of Ultreo features (timer. Battery, charge length, etc.)	72
	28.2%
All other (Net)	81
-----	31.8%
Brushing/rotating brush cleans/cleans between teeth	9
	3.5%
More powerful	3
	1.2%
More high tech	12
	4.7%
Better (NFI)	2
	0.8%
Good product/seems effective	1
	0.4%
No harm to gums/dental work	8
	3.1%
Invented at U. Washington/By Sonicare people	2
	0.8%

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Table 10 Page 23  
(Continued)

Q10/12/14/16: How Ultreo works/How it is different/What ultrasound  
does/What benefit is (Net Unduplicated Mentions)

	TOTAL -----
New	5 2.0%
Looks good	13 5.1%
All other	41 16.1%

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Table 11 Page 24

Q17: In what you read, do you recall them saying that Ultreo provides a deep feeling of clean?

	TOTAL
	-----
	255
	100.0
Yes	216
	84.7%
No	19
	7.5%
Don't Know	20
	7.8%

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Q18: Based on what you read, is there any benefit to the user of having a deep feeling of clean?

	TOTAL
	-----
	255
	100.0
Yes	163
	63.9%
No	19
	7.5%
Don't Know	34
	13.3%

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Table 13 Page 26

Q19: What is the benefit of a deep feeling of clean?

	TOTAL
-----	-----
	255
	100.0
SAID THERE WAS BENEFIT IN Q. 15	192
	75.3%
Teeth are clean/cleaner; Good/better oral health (Net)	87
=====	34.1%
Teeth are cleaner/whiter/better looking (subnet)	26
-----	10.2%
Cleaner teeth	11
	4.3%
Whiter teeth/fewer stains	8
	3.1%
Better cleaning	7
	2.7%
Less plaque	5
	2.0%
Teeth are clean (subnet)	32
-----	12.5%
Means it works	1
	0.4%
Removes plaque	10
	3.9%
Teeth are clean	15
	5.9%
If you feel clean you probably are	2
	0.8%
Maximum teeth cleaning	1
	0.4%
Deep cleaning between teeth and gum	2
	0.8%
Cleans gums	2
	0.8%

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(Continued)

Q19: What is the benefit of a deep feeling of clean?

	TOTAL
-----	
Whitens teeth	1
	0.4%
Better oral health (subnet)	26
-----	10.2%
Fewer cavities	6
	2.4%
Less gingivitis/gum disease	13
	5.1%
Better overall dental health	12
	4.7%
Good oral health (subnet)	13
-----	5.1%
Good oral health/good for teeth/gums	6
	2.4%
Gets rid of bacteria/disease	4
	1.6%
Decay free	3
	1.2%
Feeling of clean (Net)	77
=====	30.2%
Fresh breath/feeling of cleanliness (subnet)	50
-----	19.6%
Fresher breath/no concern about bad breath/more confidence	19
	7.5%
Feel good/better about yourself	6
	2.4%
Mouth feels fresh/clean/pleasant/refreshing	21
	8.2%
Teeth feel clean	5
	2.0%
Better feeling of clean (subnet)	29
-----	11.4%
Feeling of clean lasts longer	6
	2.4%



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(Continued)

Q19: What is the benefit of a deep feeling of clean?

	TOTAL
	-----
Teeth feel better	9 3.5%
Feel like you came from dentist	7 2.7%
Teeth feel cleaner	8 3.1%
All other	19 7.5%
Don't know	4 1.6%

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Q20: How would you rate the advertising in terms of its ability to make you interested in buying an Ultreo toothbrush?

	TOTAL
	-----
	255
	100.0
It made me very interested in buying one	91
	35.7%
It made me somewhat interested in buying one	127
	49.8%
It had no impact on my interest in buying one	32
	12.5%
It made me somewhat less interested in buying one	5
	2.0%

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Table 15 Page 30

Q21: In what you read, do you recall them saying how much an Ultreo toothbrush costs?

	*	TOTAL -----
		255
		100.0
Yes		2
		0.8%
No		245
		96.1%
Don't Know		8
		3.1%

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Table 16 Page 31

## How Respondent Qualified

	TOTAL
	-----
	255
	100.0
Use power toothbrush	125
	49.0%
Very likely to consider buying power toothbrush	35
	13.7%
Somewhat likely to consider buying power toothbrush	95
	37.3%

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Table 17 Page 32

Respondent gender

	TOTAL
	-----
	255
	100.0
Male	113
	44.3%
Female	142
	55.7%

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Table 18 Page 33

## Respondent age

	TOTAL
	-----
	255
	100.0
18 - 24	24
	9.4%
25 - 34	52
	20.4%
35 - 44	34
	13.3%
45 - 54	49
	19.2%
55 - 64	42
	16.5%
65 or older	54
	21.2%

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Table 19 Page 34

Respondent region

	TOTAL
	-----
	255
	100.0
East	43
	16.9%
Midwest	72
	28.2%
South	82
	32.2%
West	58
	22.7%

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Table 20 Page 35

## Respondent education

	TOTAL
	-----
	255
	100.0
Less than high school graduate	4
	1.6%
High school graduate	26
	10.2%
Some college/Associate degree	93
	36.5%
College graduate	55
	21.6%
Graduate school or degree	77
	30.2%



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Table 21 Page 36

## Respondent household income

	TOTAL -----
	255 100.0
Less than \$25,000	1 0.4%
\$25,000 - \$39,999	3 1.2%
\$40,000 - \$74,999	26 10.2%
\$75,000 - \$99,999	71 27.8%
\$100,000 - \$149,999	77 30.2%
\$150,000 or more	77 30.2%

## **RESPONDENT VERBATIMS**

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

<u>ID #</u>	<u>Q. 10 Response</u>
100004	Looks interesting
100005	Ultreo uses ultrasound as well as precise bristle placement to attack plaque in hard to reach places. It infuses ultrasound energy into the bubbles.
100006	ultrasonic waves and power head
100008	It combines ultrasound wave technology with brushing
100009	vibrating brush action
100010	none
100017	cleans teeth and shuts off when recommended time for brushing is up
100020	The toothbrush uses a combination of vibration and sonic waves to clean teeth.
100021	It uses microtubules and waveguide technology to provide a better cleaning and remove stains and plaque.
100023	the toothbrush is battery powered and it has an indicator that tells you when your battery is getting low.
100027	by using electrical power to orbit and produce ultrasonic waves
100028	It uses ultrasound waveguide to cleanse your teeth thoroughly and effectively, without harm done to dental work, teeth or gums. The sonic bristles effectively remove plaque within the first minute. The charge lasts up to 28 brushes, and warns you when it
100029	It works to clean deep down in the hard to reach areas. Makes an ultrasound like noise
100030	An electronic brush that emits bubbles which clean teeth. The effectiveness of the cleaning lasts a lengthy amount of time. The brush is the work of scientists and other professionals from Washington University.
100031	the brush is activated by soundwaves that send out microbubbles to get to every crevice of your mouth.
100032	Sonic action and ultrasound were stated as the method this toothbrush uses to give a longer feeling of a clean mouth
100034	The Ultreo toothbrush works by using ultra waves to create small bubbles that enable you to get a better cleaning from your brushing. It also alerts you periodically during the brushing cycle to areas you need to clean. It automatically shuts off after
100037	power brush, shuts off in 2 minutes, signals when to change brushing areas, whitens.
100038	It uses microbubbles that help reduce plaque by 95% as well as naturally whitening teeth within two weeks. It also has a 2 minute shut off feature which is the recommended brushing time as well as a beep every 30 seconds to help equal brushing all ove
100042	It's bristles create microbubbles using sound to clean your teeth
100043	By ultrasound waves and microbubbles
100044	ultra sound
100046	Electric toothbrush with timer
100048	By ultrasound waves
100049	supposed ultrasound waves make zillions of bubbles to somehow enhance the brushing.
100050	IT USES SONIC VIBRATIONS TO CLEAN YOUR TEETH

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 100052 deeper clean, whiter teeth, beter gum health
- 100053 It ultrasonically cleans the teeth by getting tarter, etc. off.
- 100055 ultra sonic pulsing cleans better faster
- 100056 oltrasonic waves power tiny bubbles to clean teeth
- 100058 It is a battery charged power toothbrush
- 100059 quit rading everything after I found out that Ultre was manufactured by the same company that manufactured Sonicare which I had used for awhai and will now consider purchasing Ultreo
- 100060 ulta sonic
- 100062 tiny bubbles
- 100065 makes teeth whiter, helps the gums, bubbles clean upon contact with the teeth
- 100066 Microbubbles and sound waves are more efficient at destroying plaque.
- 100069 It uses ultrasound energy to make little bubbles which help clean your teeth along with the bristles.
- 100070 it makes your teeth clean.
- 100072 Ultrasound technology? I mostly scanned thru.
- 100074 A combination of ultrasonic waves and brush action. It has features for automatic shutoff, 30 second timing intervals, brush replacement awareness.
- 100076 with ultrasound technology
- 100077 I actually own what appears to be the predecessor of this toothbrush: the Sonicare electric toothbrush. The only difference I can remember are the microbubbles and the feature of the brush turning itself off after 2 minutes, and the 30 second alarm. I wo
- 100078 Sonic Waves - two minute timer w/beeps every 30 seconds for accurate brushing time.
- 100082 ultra sonic vibrations,has a timeto let you know when you have brushed the proper amount of time
- 100084 has ultrasound technology that produces lots of littles bubbles that clean your teeth
- 100092 better bristles, sound waves
- 100094 I worked for an eye doctor and I know how well the ultra wave worked on glasses, so I fave always been wanting to try a toothbrush with it. I'm sure that they would work well
- 100102 ultrasonic
- 100104 It uses ultrasound technology (for microbubbles) to clean your teeth
- 100106 fast moving bristles with ultrasound waves enhances cleaning and minimizes gingivitis
- 100107 combines ultra sound and ? to form microbubbles that clean your teeth
- 100111 You push a button and it cleans you teeth
- 100112 It works by using ultrasound technology to create microbubbles
- 100114 uses ultra-sonic with regular mech. brushing to do the job
- 100118 It uses sound waves to clean your teeth.
- 100119 no opinion

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 100122 I think it's great
- 100123 bush bristles and ultrasound technologies
- 100124 it uses a ultrasound at one end of the brush and the revolving heads to help clean. it has a timer for 2 mins. which dds's recommend to brush and it has a 30 sec timer to let you know to move onto the next area.
- 100126 With a combination of proprietary technology that creates microbubbles in a binary connection with the bristles to clean the teeth and gums in a more efficient way
- 100128 soic waves and brushing action clean and help keep teeth white, ridding teeth of plaque. Beeps after 2min for your time to stop brushing and every 30 sec for you to change brushing areas. you can buy new heads for the electric brush
- 100131 auto 2minute shut off. 30 second intervals. sonic waves. helps reduce gingivitus in 30 days.
- 100132 Uses sound waves
- 100133 na
- 100135 That it works through waves with the bubbles.
- 100136 batteries
- 100137 it cleans your teeth by vibration
- 100140 The brush produces waves of tiny bubbles which act as a dispersing agent of the toothpaste into all areas of the teeth and gums. The rotating brush works to effectively remove plaque in areas where other power brushes may not reach.
- 100145 The brushes rotary brushing action is enhanced with ultrasound
- 100147 ultrasound
- 100148 sonic pulses
- 100149 with ultrasonic waves
- 100153 ultrasound
- 100154 microbubbles break up the placque when you've used it in each quadrant for the 30 seconds recommended.
- 100156 sonic movement of the brush
- 100158 sonic powered microfoam cleans gums and teeth.
- 100162 Seems like an effective toothbrush. I especially like the 30 second timers to ensure all 4 quadrants are being equally brushed.
- 100165 ultrasonic and high speed brush action removes plaque in first minute of brushing. Has many features most people do not need. I can tell when a brush needs to be replaced without an indicator signal.
- 100166 Uses a spinbrush to clean teeth and between teeth
- 100167 ultra sound and microbubbles
- 100169 uses sound waves in pulses to make bubbles which helps clean off plaque etc as well as moves the brush head to clean teeth in hard to reach places
- 100179 it produces microbubbles that deeply clean teeth
- 100181 uses ultra sound to create microbubbles to help clean

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- I brush. I would be interested in trying out the Ultreo toothbrush.
- 100240 it uses bubbles to clean
- 100243 really nice
- 100246 By ultra sound
- 100356 The Ultreo works with ultrasound technology to help you brush better.
- 100359 Combines bubble production with ultrasound activation to clean teeth.
- 100362 Vigorous brushing combined with ultra-sonic waves to clean teeth
- 100363 Ultra sound activated bubbles
- 100365 gets in place that a regular toothbrush can't
- 100367 It channels ultrasound to the head of the toothbrush and has a coordinated vibration action of the bristles to clean better and deeper.
- 100368 by using ultrasonic vibrations to help clean teeth
- 100370 ultrasound wave guide, sonic bristles create microbubbles to clean teeth,gums...
- 100371 ultrasound
- 100373 It works by causing high frequency vibrations - 4 Million vibrations per cycle (Did you count them? I don't want to end up short)- to cause tooth paste to foam and to loosen plaque other debris, as well as whiten teeth within 2 weeks.
- 100374 It works by combining circular brush strokes and sound waves.
- 100375 ultra sound waves and precicly tuned brushes clean better
- 100376 I have two. One for me and one for my spouse. they are great, clean well and leave no feeling of anything on the teeth
- 100377 It appears to use a combination of brushing and ultrasound to clean teeth.
- 100381 It uses a combination of ultrasound and vibrating bristles. The ultrasound waveguide technology is the new innovation which creates microbubbles, which supposedly (the ad does not say how) cleans the teeth better.
- 100385 with brushing and ultrasound. It is battery operated and has a built in timer to make you aware of quarterly intervals and the end o two minutes
- 100388 ultrasound
- 100389 Uses ultrasonic waves to create tiny bubbles which help scrub your teeth.
- 100391 Bristle movement and ultrasound waves
- 100392 creates wavelengths that activate bubbles that it also produces to clean better
- 100397 electric brushing
- 100399 Looks great. It moves to better clean your teeth
- 100401 Sounds interesting, but I already own one of the competition.
- 100402 It provides ultrasound waves that cleans hard to reach places
- 100405 it uses sonic care to clean your teeth
- 100406 ultra sound
- 100409 It works by using new cleaning technology to make brushing a more pleasant

## Consumer Perception Of Ultreo Advertising Claims -- Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 100186 it is an electronic toothbrush that cleans with the power of sonic waves and some new technology. It cleans in 40 second intervals to clean all parts of the mouth equally.
- 100188 This toothbrush combines sound waves with the electrically charged system to remove plaque, stains, food particles, etc. to clean teeth.
- 100190 Uses Power brushing plus ultrasound to clean teeth, sounds innovative!
- 100193 With Ultra sound bubbles. It reduces plaque and germ , gum damaging problems better the standard electric brush. It was invented in Washington State by the same people who brought us the Sonic Care Brush.
- 100194 bristles cause microbubbles, the ultrasound vibration causes the bubbles to both break (explode) and work into the 'hard to reach areas' effecting cleaning
- 100199 combines ultrasound waves with brushing
- 100203 using ultasound waves to help break down plaque and stimulate gums
- 100204 tells you when to move your brush to equally brush all areas of mouth, uses sonic waves, has a timer
- 100205 soundwaves create micro bubbles that stimulate hi speed cleaning action
- 100209 uses ultrasound technology and bubbles to better clean your teeth
- 100210 The Ultreo toothbrush works with ultrawave technology to better clean teeth. It also has an automatic shut off after the recommended 2 minutes with a replacement indicator for a new 'head.' In addition it has a 30 second indicator for each portion of your
- 100213 From reading this article it sounds like this is the next eveloution to oral cleaning by using sound waves to clean the teeth.
- 100214 It works using ultrasonic waves. the waves cause millions of bubbles to form to clean teeth better than non-powered tooth brushes.
- 100216 it removes plaque within the 1st minute of brushing.
- 100219 that was way too much reading. I guess it uses micro bubbles and ultra waves to really clean teeth
- 100220 Multi pulus brushes
- 100223 With the ultra sonic bristle action bubbles are created to improve the cleaning action
- 100224 Combines ultrasound technology with the same technology as the sonicare toothbrush to create microbubbles which remove plaque more effectively. It alerts you every 30 seconds to switch parts of your mouth and shuts off automatically in 2 minutes. Lets you
- 100225 the ultra sound turns the paste to bubbles for better cleaning. beeps@30 sec intervals and shuts off at 2min.
- 100228 ultrasound technology to get at plaque, timers and alerts for changing areas of your mouth to brush and when the head needs to be replaced
- 100230 ultrasound and brush movement
- 100231 I have always used a regular toothbrush and not looked into this type, which I know there are many of the market, so do not know how it compares with the others on the market
- 100234 Does a better job brushing teeth which keeps the gum, healthier
- 100237 Combines ultra sound and sonic waves to clean the teeth
- 100238 The Ultreo toothbrush appears to be a revolution in electric toothbrushes. Its technology seems appealing to me, for I am concerned with getting my teeth cleaned very well when



## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

experience.

- 100413 ultraSonic and what I think is also some sort of bristle movement
- 100415 Combined Ultra sound bristle movement creating micro cleansing bubbles for deep reach cleaning. Several attractive features i.e. timed brushing, battery status, brush replacement sensor etc.
- 100417 Rechargeable batteries and sound waves, sonic care.
- 100418 I am impressed. Many areas are covered, such as cleaning, ultrasound, new technology, credentials of those who have developed Ultreo, etc.
- 100419 It uses sound to vibrate the head of the brush
- 100420 Ultra sonic action 4 million strokes a minute.
- 100422 ultrasound waves create little bubbles that are guided by a channel on the brush to clean teeth.
- 100427 pulse of ultrasound moving water and paste into and between teeth
- 100428 It is different then what is out there now.I would try it.It seems like the brush wold work faster then ost out there now.
- 100429 DON'T HAVE ANY OPINION
- 100430 adds sonic waves in addition to a powered head.
- 100436 microbubbles are created by ultrasonic power
- 100437 It uses rotating brushes as well as ultrasound to remove plaque from hard to reach places.
- 300005 It cleans all your teeth and has a timer to help devote minimum time to each area.
- 300006 works by ultrasound breaking up plaque
- 300011 It used ultrasound technology to create bubbles as well as using moving bristles to clean gums and teeth.
- 300013 It uses a moving head in conjunction with sonic technology to remove plaque, surface stains and reduce gingivitis.
- 300014 The toothbrush combines ultrasound with bristles to create bubbles that channel ultrasound energy to remove plaque from teeth.
- 300015 A better cleaning
- 300016 Ultrasound action is nore effective
- 300018 Ultrasound technology breaks down the plaque and also has a bristle brush
- 300024 With the ease of moving my fingers, it seems, I can get a very thorough brushing every time I do my teeth.
- 300025 programmable
- 300027 The toothbrush cleans with up/down, horizontal and in between tooth movements. Its brush is soft but solid to clean and protect gums and teeth. The brush us long-term and doesn't require constant change.
- 300028 Uses ultrasound with the brushing action
- 300029 It brushes teeth and uses ultasound to create bubbles to help clean the teeth.
- 300030 electronically by sonic waves



## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 300032 Uses ultrasound along with bristle cleaning to remove most plaque from hard to reach places
- 300035 sounds like it would work great. Do you send a free one's out to people to try and then answer another survey on how it works?
- 300038 This toothbrush combines the benefits of ultra sonic technology and battery powered technology. It has a 2 min self timer and will reduce gingivitis in 30 days. Naturally whitens teeth in fourteen days.
- 300045 Sonic power
- 300046 The toothbrush uses 'tuned' bristles to generate ultasonic energy which is transferred to microbubbles and channeled to reach the teeth, including hard to reach areas for two minutes (giving nerely 4,000,000 cycles of energy). Indicators show battery cha
- 300047 It uses ultrasound waves to help remove plaque.
- 300048 ultrasound waves clean your teeth
- 300051 It will help clean your teeth, remove plaque, whiten your teeth and help prevent or reduce gingivitis. It will also shut off after '2' minutes of use. It sounds wondrous, and if I were to buy an electric toothbrush in the near future, this might be the
- 300059 ultreo works similarly to sonicare in that the bristles vibrate quickly to clean, however something else extra helps to clean more with bubbles.
- 300060 With brush and ultra sound
- 300062 with bubbles
- 300064 The details of the brush. I like it.
- 300065 sonic like
- 300067 looks like it would clean better than other brushes
- 300069 this sounds like a good way to get your teeth real clean, This toothbrush works just like going to the dentist to have your teeth cleaned and cost a whole lot less
- 300070 it tells you when the brush head has to be changed. every 30 seconds it tells you to change its position in your mouth. has a timer.
- 300074 Ultrasonic waves activate micro bubbles for a deeper, more long-lasting clean. The bristles are more precise.
- 300077 using ultrasound to product microbubbles to clean around teeth.
- 300078 Uses ultrasound guidance to get in hard to reach places. Signals every 30 seconds so that the user can switch areas of brushing. Turns off after recommended brushing of 2 minutes.
- 300079 Ultrasonic wave technology
- 300080 microbubbles
- 300081 n/a
- 300082 Hard to remember with just one reading, but it sounds like something I would like to investigate.
- 300086 cleans with vibrations
- 300090 releases ultrasound bubbles which reduces gingativitis in 30 days
- 300096 It is a powered toothbrush that lathers up the toothpaste for optimal benefits.

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 300097 ultrasonic, makes lots of little bubbles
- 300102 rechargeable, battery run gives a timed brushing period of two minutes, with 30 second intervals alerts so that the four quarters of your mouth are brushed. Uses sound waves to help micro bubbles clean th teeth and massage the gums
- 300103 on ultrasound wavelengths
- 300105 ultrasound technology that works with bristles to create bubbles and help clean the teeth better
- 300106 ULTRASOUND TECHNOLOGY
- 300111 works by emitting ultrasound waves, and creates tiny bubbles, that get into small crevices
- 300112 spinning brush, wave-guided ultrasound form millions of tiny bubbles for thorough cleaning. Has 2 minute timer with signals every 30 seconds.
- 300113 Creates lots of little bubbles and ultrasonically cleans your teeth. Safe for everyday use.
- 300115 Uses ultrasound waves and microbristles to naturally whiten and clean teeth.
- 300116 dont know
- 300118 Ultrasonic wave bubble creation
- 300119 Ultreo is a power toothbrush that uses ultrasound-generated bubbles to clean the teeth. It has a unique wave channel directs sonic bubbles to hard-to-reach areas and scrub away plaque. It leaves the teeth feeling cleaner than the average power toothbrush
- 300122 Uses ultrasound with the power brush. It produces tiny bubbles with a force that pushes food particles from between teeth. Also whitens teeth within 14 days.
- 300123 works with sonic waves/bristles,
- 300124 uses sonic technology to create microbubbles, which removes plaque
- 300125 sonic brush and ultrasound
- 300126 sonic tuned, microbubbles
- 300127 cleanses with power and bubbles (for lack of a better term) that cleanse the teeth and gums somewhat like an electric irigator.
- 300132 it cleans with ultrasound vibrations
- 300137 The bristles are directed by the ultrasound, making microbubbles that help clean the teeth and gums
- 300139 kinda high tech here but it cleans with sound waves not sure
- 300148 ultrasound technology, creates microbubbles, timing for equal brushing in all areas, 2 minute timer
- 300149 Ultra sound and wave technology.
- 300150 Brush is ultra sonic and power brush. supposedly cleans teeth the first minute. Made by the original sonicare producers.
- 300152 ultrasound waveguide, sonic bristles, indicates when to move your toothbrush in 30 second intervals, also indicates when to changes your brush heads.
- 300153 combination of brushing and ultrasound
- 300157 It uses ultrasonic action to create microbubbles to clean your teeth
- 300160 looks like physical motion supplemented by high energy high frequency sound

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 300166 ultra sound and sonic bristles
- 300167 It uses sound waves to clean your teeth better.
- 300168 the brushes clean your teeth
- 300171 brushes in circular motion
- 300172 sonic waves create microbubbles
- 300173 Uses both rotating brushes and pulsating waves
- 300174 moves bristles really fast a spits out tiny bubbles to really deep clean using ultrasound
- 300175 it creates bubbles with ultrasonic waves that help to clean your teeth
- 300176 dont know
- 300178 Ultra sound, 4 MHZ, Vibrating Brush and Bubbles?
- 300179 tuned ultrasound waves
- 300180 this brush has a timer function to help you clean all areas of your teeth, a timer to know that you have brushed long enough, a light to tell you when to change the battery
- 300182 With brushing an especially with ultrasound.
- 300188 I uses ultrasonic waves and brush motion for 2 minutes of cleaning showing when to move to other areas of your mouth.
- 300261 It sounds great, the timer for the best brush both in total and by quadrant is a great idea
- 300265 Ultrasonic waves similar to Sonicare
- 300267 creates microbubbles using ultrasonic technology to clean teeth
- 300268 ultrasound waves creating minute bubbles to access hard to reach areas.
- 300271 Ultreo generates sonic waves which stimulate tiny cleansing bubbles (and tooth paste) to clean the teeth and gums more precisely than other methods. In addition, the instrument has signaling guides (change places, turn off) for more efficient brushing.
- 300272 uses sound and brushing
- 300275 It turns off when finished, it brushes teeth and gums, it combines the features of Sonicare and some of its own.
- 300276 Ultrasonic sound waves and vibrations make the bristles move super-fast and create little bubbles that make brushing more effective.
- 300277 Works with Ultrasound
- 300278 Combination of standard motorized brushing and ultrasonic cleaning via bristles and a waveguide
- 300280 not sure
- 300282 uses high frequency sound
- 300284 using ultrasound technology
- 300288 ultrasound plus special powered bristles
- 300290 Sonic waves and moving bristles.
- 300291 ultrasonic wave deep cleans
- 300292 Uses ultra sonic waves to invigorate action bubbles that provide precise cleaning.

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 10: Please describe how the Ultreo toothbrush works.

- 300293 Untrasound wave system.
- 300296 it works with ultrasound waves to clean you teth better; it runs for 2 minutes but gives you indicators every 30 seconds so you know to brush all areas equally
- 300297 brushes really fast to clean your teeth
- 300300 Ultrasonic waves and bristle technology
- 300301 It moves back and forth really quickly to clean inbetween teeth really good

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

<u>ID #</u>	<u>Q. 12 Response</u>
100004	Ultrasonic and mechanical
100005	It seems like a much more focused toothbrush with better results than toothbrushes that use only one or the other technology.
100006	first to use power head and ultrasonic waves
100008	BECAUSE IT INCLUDES ULTRASOUND TECHNOLOGY
100017	the timer and battery life
100020	The combination of mechanical and sonic actions is what seems to make it different
100021	The other ones don't have waveguide technology.
100023	by the battery indicator
100027	ultrasound, timed, and multiple use ability
100028	The ultrasound and sonic bristles. The replacement notification and charge reminder. Clinically proven
100029	The look
100032	I don't believe my present toothbrush was designed to use sonic action and ultrasound to clean my teeth
100034	The description of the ultra wave process seems much different to me. I've never heard it described this way before from other power toothbrushes.
100037	Signaling when to change brushing areas, whitening of teeth, cleaning the gums, different brush technique.
100038	It actually helps the person regulate brushing times according to dentist recommendations which helps with keeping teeth and gums cleaner, whiter, and healthier
100042	The handle is programmable to more than one user and actually tells you when it's time to replace the head. I love that it tells you how much power you have left. I'm constantly getting stuck with dead batteries!
100043	It removes 95% of plaque in the first minute by using ultrasound waves and microbubbles
100044	ultrasound
100046	It alternates its movements every 30 seconds
100048	Ultrasound waves are more powerful.
100050	NOT SURE
100052	brushes more effectively, up and down and sideways cleans gums and tongue
100053	It seems like the ultrasonic method would do a better job of getting off the food or whatever is in your teeth.
100055	its better
100056	ultrasonic waves
100058	It uses modern technology to enhance and improve power brushing that others do not have.
100059	use of ultra sound - it gets into spaces that other brushes can't get into.

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

100060 will clean better  
 100062 use of ultrasonics, plus extra convenience features  
 100065 it is programable  
 100066 It uses soundwaves to destroy plaque. Not sure how different it is from Sonicare.  
 100069 How it makes the bubbles  
 100070 it is more powerful.  
 100072 Seems more technologically advanced, I guess.  
 100074 A few more features such as programmable brush replacement, 30 second timing. Looks like there may be more brush action than a standard ultrasonic, but not certain.  
 100076 ultrasound  
 100077 The sonic technology is what makes it different. The advertisements didn't really discuss the sonic capabilities, but because I own the Sonicare I have researched it.  
 100092 sound waves, not just electronic motion  
 100094 ultra waves 2 min timer, 30 sec. beeper  
 100102 ultrasound  
 100104 More high-tech  
 100106 the sound waves  
 100107 I have never seen a toothbrush that uses ultrasound to help clean your teeth  
 100111 It uses ultrasonic frequencies of waves  
 100112 The fact that it uses ultrasound technology  
 100114 adds ultrasound to really do the job  
 100118 different type of brush head;; moves more rapidly, has a 2-minute timer so you get to all four quadrants of your teeth.  
 100122 ultra waves  
 100123 ultrasound combo  
 100124 The timers included  
 100126 I think it the introduction of the microbubble sytem of the Ultreo that makes it a professed different product ready for public use.  
 100128 not disposable, beeps every 30seconds and again at2 min  
 100131 timers.  
 100135 More technology  
 100137 idk  
 100140 It wounds like it is more effective in brushing 'around' teeth and gums - the hard to reach places.  
 100145 The ultrtrasound, the timer  
 100147 The sound waves  
 100149 sound waves

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

- 100153 special ultrasound technology
- 100154 somehow it creates microbubbles which must be better than ordinary bubbles.
- 100158 the foaming action cleans, removes stains and prevents gum disease. Holds a charge up to 28 brushings, battery charge light can be programmed for two brushes, lets you know when new brushes are needed.
- 100162 30 second beeps for equal brushing of all quadrants. Battery power seems to be longer
- 100165 All the extra features and sensors are a step above most brushes.
- 100167 Supposedly it uses 'microbubbles.'
- 100169 if it really does, it uses the waves to help clean teeth as well and move the bristles
- 100179 it is more advanced
- 100188 The combination of the sound waves and ultrasonic pulsations create a whole new concept.
- 100190 Waveguide action & Ultrasound
- 100193 The ultra sound, the product telling you when its time to replace the head.
- 100199 ultrasound waves
- 100203 the ultra sound system
- 100205 that it utilizes microwaves and is programable, auto shut-off and can be used by more than one person
- 100209 uses ultrasounds - beeps after 2 minutes and every 30 seconds - tells you when to replace your brush
- 100213 The sound waves in the performance of the power tooth brush.
- 100214 The ultrasonics for one. The 'replace head' feature I believe is different as well as the automatic shut off after two minutes.
- 100219 I have never heard of a toothbrush using micro bubbles and what was it? sonic waves
- 100220 The color
- 100223 see comment before
- 100224 The ultrasound technology.
- 100225 ultra sound for cleaning. timing sounds to help you know when to move to other areas of mouth
- 100230 if the ultrasound waves are real, then its different in that way
- 100234 stronger more powerfull
- 100237 I don't think the others operate that way, but I have never used one
- 100238 It uses supersonic technology, which could be the future of electric toothbrushes.
- 100243 works better, more technology
- 100246 Using ultra sound. The handle when to change the head. Battery telling how much charge
- 100356 The fact that it uses ultrasonic technology
- 100359 the ultrasound emanation seems different.



Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

- 100362 Ultra-sonic waves
- 100363 combines ultra sound with tuned bristles
- 100365 better design
- 100367 It uses ultrasound.
- 100368 it uses higher-frequency vibrations (ultrasonic)
- 100370 it's the only brush to combine ultrasound wave guide and sonic bristles
- 100371 4 million
- 100373 The ultra-sonic vibrations
- 100374 use of sound waves
- 100375 ultra sound
- 100376 Uses ultra sound as well as mechanical cleaning.
- 100377 The use of ultrasound.
- 100381 Tells you when to replace brush Tells you when 30 seconds are up so that you can switch areas of brushing Puts a measurable amount of ultrasound into your mouth instead of just vibrating bristles, which put less ultrasonic energy into the mouth
- 100385 The use of ultra sound and timers
- 100391 ultrasound waves
- 100397 it tells you when it needs to recharged
- 100399 It rotates as well moves up aNd down
- 100401 Ultrasound drive? Good design.
- 100402 it provides ultrasound waves
- 100409 It is different colors and has a swirl sort of action in the center for better cleaning power
- 100413 It combines ultrasonic and mechanical bristle movement
- 100415 Ultra sonic feature primarily, other features may or may not be duplicated by other brands.
- 100417 Sound waves
- 100418 2 minute bruss cycle, buzzer that directs you to next portion of your teeth to be cleaned.
- 100419 it makes bubbles out of sound
- 100420 ultra sonic action
- 100427 rather than using brushes as only source of cleaning, it combines brushes and water pulses
- 100428 It sounds like itr works,moves,and brushes faster then all that is on the market now.
- 100429 IT IS POWER BASED
- 100430 ultra sound and indicator for brush head change.
- 100436 ultrasonic
- 300005 Has a timer
- 300006 more features, good looking, ultrasound technology



## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

- 300011 I've never seen a power toothbrush that uses ultrasound to create bubbles to clean.
- 300013 Its sonic technology makes it more effective than other power toothbrushes.
- 300014 Most power toothbrush just use mechanical energy from the movement of the bristles to remove plaque, basically just eliminating the requirement that the brusher move her hand!
- 300015 Cleaning plaque
- 300016 Combination of ultra sound motion and special bristles
- 300018 ultrasound technology
- 300025 programmable
- 300027 As previously noted - makes and leaves teeth cleaner with less expertise required.
- 300028 uses balanced ultrasound
- 300029 The bubble action.
- 300030 it has the programmable features and it also help whiten your teeth
- 300032 uses ultrasound waves to clean
- 300035 not sure until I receive one try and then I can rate it.
- 300038 First to combine ultra sonic technology in a battery powered toothbrush.
- 300045 reduces gingivitis, cleans better
- 300048 ultrasound waves
- 300051 The way that it shuts off in '2' minutes.
- 300060 I am not sure that others work with both
- 300065 tells when brushes are ready to be changed sensors for brushing seems very modern
- 300067 better cleaning
- 300069 like I said it is like going to the dentist and getting your theet cleaned
- 300070 lets you know when the brush head needs replacing
- 300074 Using sonic
- 300077 because of the ultrasound principle
- 300078 Uses ultrasound to guide the brusher, uses alarms to help with better brushing.
- 300079 Creates bubbles
- 300081 sound wave
- 300082 I like the fact that it has a timer. I never know if I have Brushed my teeth long enough.
- 300086 shuts off after 2 mins
- 300090 ultrasound bubbles
- 300096 new concept
- 300097 doesn't sound like you have to use toothpaste, cleans teath better than regular toothbrushes, gets rid of plaque better
- 300102 No other toothbrush I know of employs the sonic concept, or the timing feature

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

- 300112 wave guided ultra sound action.
- 300113 Has many more features then just a normal power toothbrush. It creates lots of bubbles.
- 300115 It seems like it is a toothbrush that goes to the next level. It seems like it would be a much better cleaning for your teeth every day
- 300118 Bubble creation and speed
- 300119 Ultreo uses sonic bubbles and has a unique wave channel to direct the bubbles.
- 300122 The bubbles that help to better clean teeth and the ultrasound that breaks up the particles.
- 300123 sonic wave technology
- 300124 microbubbles are different
- 300125 ultrasound
- 300127 provides more action with the paste and water used.
- 300132 it uses ultrasound
- 300137 the bristles are directed to that the teeth get a cleaner cleaning
- 300139 cleans better
- 300148 timer and microbubbles
- 300149 Faster, cleaner, removes hard to reach plaque. Removes stains quicker, helps reduce gingivitis, but its safe and gentle.
- 300152 everything about it
- 300153 ultrasound
- 300157 Its the first power toothbrush to use ultrasonic wave technology - and it has other first time features like the 30 second notification
- 300160 use of sound
- 300166 first to use ultra sound
- 300167 Using the new techonogy like sound waves.
- 300168 na
- 300173 It has both features. Other brushes only have one or the other, not both.
- 300175 the bubble making part
- 300176 it looks better and more inventive
- 300178 Higher frequency than Sonic and uses a wave guide to broadcast HF
- 300179 the wavelenth is narrower
- 300182 It has ultrasound and timers
- 300188 The Ultrsonic waves
- 300261 the timers, and the two pronged ultrasonic technology
- 300267 The description seems to cover all areas that others don't, like the cleaning power, plus whitening, plus speed.
- 300268 use of ultrasound.

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 12: In what way is Ultreo different?

- 300271 The power is not in the rotary and oscillating motion but in the motion generated by ultrasonic waves working with the dentifrice.
- 300272 use of sound
- 300275 It is more advanced incorporating the features of all toothbrushes
- 300276 The sound waves are different. The rest sounds like Sonicare.
- 300278 The direct use of ultrasonic cleaning. Also offers the whitening of teeth via the improved cleaning.
- 300282 useses sound
- 300284 it is more high tech
- 300290 Expensive
- 300291 the technology
- 300293 It doesn't appear, to my knowledge, that other power brushes have timers, and all the features this one does in addition to the brushing system itself.
- 300296 i don't think any use ultrasound

## Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

## Q. 14: What does the ultrasound do?

<u>ID #</u>	<u>Q. 14 Response</u>
100004	pulsates food and microbes from teeth. Stimulates gums.
100005	ultrasound uses sound energy to break down the plaque on teeth.
100006	creates micro bubbles
100008	NA
100009	uses sound waves to vibrate and clean teeth
100010	not sure
100017	don't recall
100020	i believe sound waves transmitted by the device cause vibrations that loosen food particles and plaque. I'm not certain what effect sound waves will have on my mouth, and other parts of the skull, brain, etc. I would need to know the frequency levels
100023	i cannot recall
100027	creates micro bubbles that assist in cleansing the tooth surface
100028	it emits millions of ultrasound waves into the bubbles as your brushing for a thorough clean.
100029	i can't remember. I think the sound and motions
100030	Ultrasound is a force which works through the bubbles on the brush to achieve a thorough cleansing of the teeth.
100031	Sends out microbubbles
100032	I'm really not sure but I think it is using soundwaves
100034	Creates the tiny bubbles that gives your mouth extra cleaning.
100037	Cleans gums and whitens teeth.
100038	It creates micro bubbles that clean at 4 million rotations
100042	Combined with the bubbles it helps to break apart plaque.
100043	use ultrasound waves to help remove plaque
100044	not sure
100046	Not sure
100048	I am not sure
100049	they said 'charge the bubbles'
100050	NOT SURE
100052	yes ultrasound does a better cleaning because it stimple the gums
100053	vibrates the tartar off.
100055	pulses to clean deeper
100056	moves things around
100058	It improves the brushing technique
100059	covers more space and is unintrusive

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

100060 knocks off the tartar  
100062 highly activated motion  
100065 can not really explain  
100066 Uses soundwaves to reach deeper and destroy plaque.  
100069 It makes bubbles at high speed that help to brush and get in small spaces where your bristles cant  
100070 n/a  
100072 xx ne  
100074 Uses sound waves to loosen plaque and stain-causing materials.  
100076 it is a way of locating or seeing things with sound  
100077 I think I've already described this in an earlier response.  
100082 vibrates  
100084 sends little waves and bubbles that help clean the teeth  
100092 can break up solid particles  
100094 breaks up the plaque and make tiny bubbles  
100102 i dont know  
100104 makes microbubbles to help clean teeth  
100106 provides better cleaning of the teeth and plaque  
100107 it helps to power away stains and make your teeth feel remarkably clean  
100111 It's a toothbrush, what do you think it does?  
100112 Creates microbubbles for a better clean  
100114 creates thousands of micro bubbles to clean  
100118 It makes tiny bubbles which clean and whiten your teeth.  
100122 great  
100123 makes bubbles work harder on removing plaque  
100124 Ultrasound uses a sound wave a high frequencies that abrade the surface to help remove particles stuck there.  
100126 Ultrasound creates the bubbles necessary for the system to be the next step in tooth and gum cleaning technology.  
100128 deep cleans and creates bubbles to help clean teeth  
100132 Uses sound wave to help clean teeth.  
100135 Send waves through the bubbles  
100136 ultra clean  
100137 clean your teeth  
100140 It works to intensify the scrubbing action of the brush.  
100145 I suppose it helps to clean teeth

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

- 100147 breaks up tooth plaque for a fresh clean feel
- 100148 uses sound waves to clean teeth
- 100149 sprays off the gunk
- 100153 not really sure
- 100154 fills these microbubbles with action that removes plaque.
- 100156 cleans and whitens teeth. creates intervals for even cleaning
- 100162 I believe that it removes plaque from beneath the gumline appx 1 mm
- 100165 Intense high frequency sound wave vibrate the plaque off teeth. The dentists use ultrasound to clean dentures when regular cleanings are scheduled.
- 100166 sensitive sound or imaging
- 100167 It uses an inaudible frequency to clean.
- 100169 it makes the bubbles and helps to break up the plaque on teeth better
- 100179 not sure
- 100181 removes up to 95% of plaque
- 100188 Helps to loosen plaque, stains, etc.
- 100190 Creates micro bubbles to help deep clean faster
- 100193 The effects of the ultrasounds have proven to have longer lasting and better results on the over all health of test patients teeth over a period of time compared to the standard electric brush. Improve gum health, remove deep plaque etc.
- 100194 they work the bubbles into areas and explode the bubbles
- 100199 sends vibrations through the brush for a better cleaning
- 100203 creates a better system of gum massage & cleaning
- 100205 causes the brush to vibrate at a hi-speed
- 100209 sends waves to bubbles
- 100210 I didn't quite take interest in what ultrasound really does because I thought it was a lot of fluff to make the consumer buy the product.
- 100213 Creates a vibration to the area.
- 100214 Please see the answer to the first question.
- 100216 i can't remember
- 100223 creates bubbles
- 100224 creates microbubbles to gently remove plaque from the teeth
- 100225 turn toothpaste into bubbles for better, deeper cleaning
- 100228 breaks up plaque
- 100230 charges the bubbles with energy
- 100231 Don't really understand what it does
- 100234 uses sound technology

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

- 100237 Am not sure
- 100238 The ultrasound technology creates microbubbles that quickly brush away plaque from the teeth.
- 100240 i dont really know
- 100243 dont rememeber
- 100246 Cleans teeht by wave.
- 100356 Helps shoot water, etc. between teeth to clean them better.
- 100359 Activates the bubbles as part of the cleaning mechanism.
- 100362 Helps break up plaque to clean teeth
- 100363 cleans plaque, activates the bristles and the bubbles
- 100365 does a better job
- 100367 From what I understand, ultra sound is a way to vibrate the soil, or in this case, plaque loose from the surface.
- 100368 it vibrates the 'sonic bristles' and somehow induces ultrasonic energy into the bubbles. Exactly how/why is unclear.
- 100370 ultrasound waves create many small but powerful waves to clean teeth
- 100371 whitens teeth naturally
- 100373 It causes the tooth paste to foam and loosens and lifts plaque, etc.
- 100374 causes vibrations that loosen plaque and other particles in the gums.
- 100375 clean tough to reach areas better in the first minute
- 100376 IT used sound waves to clean the teeth
- 100377 High frequency vibrations weaken the adhesion of particles and plaque on the teeth making it easier to brush or rinse them away. The same method, albeit much simpler, that is use by my dental technician to clean my teeth.
- 100381 Ultrasound is high frequency sound waves (above 20,000 Hz). If it is emitted at high enough energy levels, it will cause cavitation on a small scale, which means that small bubbles will be formed. How these bubbles clean your teeth better, though, is no
- 100385 Deep cleans
- 100388 ??
- 100389 Creates tiny bubbles to scrub your teeth
- 100391 not sure
- 100392 activates the bubbles for a better clean
- 100397 gets rid of the plaque
- 100399 Moves up And down to clean teeth
- 100401 Vibrates the bristles faster.
- 100402 it's sound waves
- 100405 cleans your teeth
- 100406 cleans your teeth

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

- 100409 It allows a smoother, more relaxing & accurate cleaning of your teeth.
- 100413 makes bubbles
- 100415 In the case of this device it creates micro bubbles that promote deep hard ot reach areas for better plaque removal.
- 100417 creates microbubbles for better cleaning
- 100418 deeper and more thorough cleaning.
- 100419 makes bubbles
- 100420 makes millions of tiny bubbles
- 100422 createds sound waves which have energy to vibrate plaque off teeth.
- 100427 creates pressure waves
- 100428 It breaks the plaque down with pulsing,rather then brushing.
- 100430 makes bubbles that clean deeper.
- 100436 they are sound vibrations
- 100437 It helps to remove plaque.
- 300005 Adds an extra dimension to the cleaning by dislodging some particles.
- 300006 it creates sound waves that breaks up objects
- 300011 I believe it's waves create the bubbles that help clean your mouth.
- 300014 The ultrasound energizes the bubbles with sound energy to knock plaque off teeth.
- 300015 Makes bubbles
- 300016 Cleans Better
- 300018 i do not recall
- 300024 screams at the scum on my teeth in a very secret manner we mortals cannot comprehend, yet makes the scum depart from me choppers in a nano-second or two.
- 300025 vibrate plaque
- 300027 Cleans and protects with less stress on your teeth and gumms. It breaks the ... between and around your teeth. Your gums can be cleaner and strenghted too.
- 300028 creates bubbles that inhance the cleaning action
- 300029 Uses sound waves to create resonance.
- 300030 i'm not sure
- 300032 uses sound vibration to clean plaque ususlly in the first minute of brushing
- 300035 deep cleaning, I would think, if I could receive a free one to try.
- 300038 Produces millions of microscopice bubbles than clean teeth.
- 300045 cleans better
- 300046 Causes very fast vibrations to break up plaque on the teath.
- 300047 Loosens plaque
- 300048 cleans your teeth



Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

- 300051 I don't remember what it does exactly, maybe predict a problem with your teeth, that might be arising in the future.
- 300059 helpss to improve cleaning power of brush
- 300060 I am not really sure
- 300062 channels the energy somehow
- 300065 can't remember
- 300067 I have no idea
- 300069 breaks down particles on your teeth
- 300070 cleans your teeth better
- 300074 Activates microbubbles
- 300077 produces microbubbles
- 300078 Guides the user and brush for a better clean.
- 300079 ultasound pushes waves of signal
- 300080 creates the bubbles
- 300081 nothing
- 300082 I have no idea.
- 300090 make bubbles
- 300097 makes thousands of little bubbles that get in between teeth better than regular tooth brushes
- 300102 it helps in the cleaning process along with the tiny bubbles to loosen the plaque, and by massaging the gums
- 300103 i don't know
- 300105 creates bubbles
- 300106 LOOSEN FOOD PARTICLES AND STAINS
- 300111 ??
- 300112 forms millions of tiny bubbles for cleaning
- 300113 It vibrates the brush against your teeth very quickly.
- 300115 The ultrasound works with the bristles to create microbubbles that get an even more intense clean.
- 300116 quite
- 300118 Creates bubbles
- 300119 The ultrasound creates waves that create bubbles that scrub away plaque and surface stains.
- 300122 Breaks up food particles between teeth and helps to whiten teeth.
- 300123 vibrates and makes bubbles
- 300124 creates millions of bubbles
- 300125 wave bombardment

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

- 300126 creates microbubbles
- 300127 ultrasound is supposed to detect material that is within the gums and teeth that are not visible to the naked eye.
- 300132 seds off 4000000 vibrations per cycle
- 300137 directs the bristles to make microbubbles so that the teeth get a better cleaning
- 300139 not sure
- 300148 cleans deeper
- 300149 The use of sound will vibrate the particles of food and plaque until it is loose and easily removed.
- 300150 creates bubbles and movement to clean the teeth
- 300152 creates bubbles
- 300153 loosens particles
- 300157 it creates microbubbles
- 300160 extreme frequency produces bubbles and cleaning force
- 300166 generates ultrasonic bubbles
- 300167 It is suppose to clean your teeth better, break up the plaque. and clean deeper than other electric toothbrushes.
- 300172 create vibrations
- 300173 Massages the gums as well as helps cleaning process
- 300174 don't remember. Breaks up plaque?
- 300175 create bubbles
- 300176 gets into your teeth really deep
- 300178 claims gentle thorough cleaning.
- 300179 a short wavelenth that is above the range of human ears to detect
- 300180 not sure
- 300182 Loosens food and placque
- 300188 I helps break up plaque
- 300261 losen plaque
- 300265 Creates bubbles
- 300267 creates microbubbles that reach into more spaces in teeth
- 300268 creates waves which force solution into hard to reach areas.
- 300271 Beyond the range of human hearing (will it affect my animals?)ultrasound is wave motion which moves through the air just like more familiar--heard--sound waves. The ultrasound in the Ultreo makes the water and dentifrice move into tiny spaces to clean th
- 300272 creates microbubbles
- 300275 It cleans better
- 300276 It creates microbubbles that help clean your teeth better.

Consumer Perception Of Ultreo Advertising Claims – Verbatim Responses

Q. 14: What does the ultrasound do?

300277 moves fast  
300278 Another form of claning - high frequency sound and vibration aids in cleaning  
300280 not sure  
300282 cleans  
300284 i don't know  
300288 makes bubbles  
300290 Blah Blah marketing term etc.  
300291 vibrates plac and tarter away  
300292 Creates action bubbles.  
300293 It loosens the debris through the action of sound waves.  
300296 moves the bristles  
300297 helps clean teeth  
300300 Not sure  
300301 uses ultra sonic technology to clean teeth